## CONTRACT



**KVVU TV** 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

And:

Mentzer Media Services, Inc. 600 Fairmount Avenue Suite 306 Towson, MD 21204

	Contract / Re	vision	Alt Ord	er #	
	488262	1	06262	617	
Product				- Mr	
AMERS FOR PROSPERIT	Υ				
Contract Dates	Estimate #				
08/15/12 - 08/21/12	464				
<u>Advertiser</u>			Original D	ate / Revisio	<u>on</u>
Americans for Prosperity	,		08/06/12	/ 08/06	6/12
	Billing Cycle	Billing	Calendar	Cash/T	rade
	EOM/EOC	Broado	cast	Cash	
	Station	Accou	nt Executiv	Sales C	Office
	KVVU	Teresa	Difuria	TELER	EP-PHII
	Special Handli				
	Demographic				
	Adults 50+				
	IDB#	Advert	ser Code	Product	Code
	1021				

Agency Ref

Advertiser Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate	Type Spots	Amount
E 1 KVVU 08/15/12 08/17/12 Fox 5 News AM M-F 7a-9a	M-F 7a <b>-</b> 9a	:30		NM 3	\$2,250.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 08/13/12 08/19/12WTF 3	\$750.00				
N 2 KVVU 08/15/12 08/17/12 The Dr.Oz Show	4-5p	:30		NM 3	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/13/12 08/19/12111 3	<u>Rate</u> \$350.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
2 KVVU 08/13/12-08/19/12 The Dr.Oz Show	4-5p	WThF :30	\$350.00	NW TAbe	
See MG 2.4,2.5			Ψ000.00	7 4747	
3 KVVU 08/13/12-08/19/12 The Dr.Oz Show	4-5p	WThF :30	<del>\$350.</del> 00	NM	
See MG 2.4,2.5					
4 KVVU 08/16/12-08/17/12 Anderson	3-4p	ThF :30	\$350.00	NM	
	3-4p	ThF :30	<b>#050.00</b>		
® MG for 2.3,2.2	3- <del>4</del> þ	.30	\$350.00	NM	
E 3 KVVU 08/15/12 08/17/12 Fox 5 News M-F 10p-11p	10p-11p	:30		NM 3	ΦE 47E 00
Start Date End Date Weekdays Spots/Week	Rate	.50		NM 3	\$5,175.00
Week: 08/13/12 08/19/12WTF 3	\$1,725.00				
E 4 KVVU 08/15/12 08/17/12 Fox 5 News M-F 11p	M-F 11-1135p	:30		NM 3	\$2,400.00
Start Date End Date Weekdays Spots/Week	Rate				7=,:00:00
Week: 08/13/12 08/19/12111 3	\$800.00				
E 5 KVVU 08/16/12 08/16/12 NFL Pre-Season Game	NFL Pre-Season g	:30		NM 2	\$3,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 08/13/12 08/19/122 2	<u>Rate</u> \$1,850.00				
E 6 KVVU 08/17/12 08/17/12 NFL Pre-Season Game Start Date End Date Weekdays Spots/Week	NFL Pre-Season g	:30		NM 2	\$3,700.00
Week: 08/13/12 08/19/122 2	\$1,850.00				
E 7 KVVU 08/18/12 08/18/12 Criminal Minds	Sat 5-6p	:30		NM 2	\$450.00
Start Date End Date Weekdays Spots/Week	Rate	.50		INIVI 2	φ <del>4</del> 50.00
Week: 08/13/12 08/19/122- 2	\$225.00				
E 8 KVVU 08/18/12 08/18/12 MLB Regular Season	12-4p/4-7p	:30		NM 2	\$1,500.00
Start Date End Date Weekdays Spots/Week	Rate				,
Week: 08/13/12 08/19/122- 2	\$750.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

08/06/12 / 08/06/12



**KVVU TV** 25-TV 5 Drive Henderson, NV 89014 (702)435-5555

	Contract / Revision 488262 /	Alt Order # 06262617
Contract Dates 08/15/12 - 08/21/12	Product AMERS FOR PROSP	Estimate # EF 464
Advertiser	Or	iginal Date / Revision

ALL OLD A Fort D to Description	Ctart/End Time	Spots/ Davs Length Week Rate	Type Spc	nte.	Amount
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spc	λo	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
E 9 KVVU 08/18/12 08/18/12 FOX 5 News Sat 10-11p	10-11p Sat	:30	NM	2	\$1,900.00
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate				
Week: 08/13/12	\$950.00				
E 10 KVVU 08/19/12 08/19/12 Fox News Sunday 8-9a	8-9a	:30	NM	1	\$300.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 08/13/12 08/19/121 1	\$300.00				
E 11 KVVU 08/20/12 08/21/12 Fox 5 News AM M-F 7a-9a	M-F 7a-9a	:30	NM	2	\$1,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		:		
Week: 08/20/12 08/26/12 MT 2	\$750.00				
E 12 KVVU 08/20/12 08/21/12 The Dr.Oz Show	4-5p	:30	NM	2	\$700.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 08/20/12 08/26/12 11 2	\$350.00				
E 13 KVVU 08/20/12 08/21/12 Fox 5 News M-F 10p-11p	10p-11p	:30	NM	2	\$3,450.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 08/20/12 08/26/12 11 2	\$1,725.00				
E 14 KVVU 08/20/12 08/21/12 Fox 5 News M-F 11p	M-F 11-1135p	:30	NM	2	\$1,600.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 08/20/12 08/26/12 11 2	\$800.00		ı		
	STORE THE TAX OF THE STORE IN	Totala		31	\$29,675.00
		Totals	•	J 1	Ψ25,575.00

Americans for Prosperity

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/21/12	31	\$29,675.00	\$25,223.75
Totals	31	\$29,675.00	\$25,223.75

Signature:	Date:	

REP HEADLINE# 6262617
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG3/12 11.44 \*\*\* KVVU-TV \*\*\*

O # #			: LINE#:R				CON CM	REP:	CITY I	FLIGHT	PRDCT	ORDER			AGY #_	ADV #_
PROGRAM : RA50+ : CON COM1:	H	AGENCY	REP :CD: LINE#: :	AMERICANS	AN ELEC	ALL STA	* * * * H	TO ROSE FR NIKKI NEW AMER TOTAL \$2 PLS CNF	TAX	DATES_	AMERS F	# 1,00			1125	
NEWS 2.0 MAX 1X	700A-900A	Y ADVERTISER C	TIME	FOR	Ω H Ω	STATIONS USING	THIS IS A	OSE IKKI AMERICANS FOR L \$29675 CNF THANKS	STATE	AUG15/12	FOR PROSPE	8000			AGY. NA	_ ADV. NF
C DAY	۳	[SER CODE [ CODE =	PERIOD :	PROSPERITY	CONIC INV.WEBSITE	펀	CASH IN	OR PROSPERITY	E TAX	AUG21	ERITY EST#4	CON	TOWSON,	600 H	NAME MENTZER	NAME ISS/AMER
	30	ll l	LGTH : SI		E "EMEDIA" # FOR THE	ECTRONIC IN	ADVANCE S	RITY ORDER		/12 WK-1	64	CONTRACT #_6	N, MD 21	FAIRMOUNT	ER MEDIA	FOR
	\$750.0	AGENCY	EC : RAT		TRADE-IN WEBSITE	INVOICING - A	SCHEDULE **	EX	CO-OP BI		COMMENTS: (LINE	6262617	1286	AVENUE, S	SERVICES,	PROSPERITY
	00	EST# = 4	TE:		CING" EMT1	GENCY IDB	* * * *		BILLING NE		NE, ORDER,	l q		SUITE 306	INC.	
	8/15	64	START		ALSO	B #1021			NEEDED		R, INVOICE)					
	8/17		: END : DATE		AVAILBLE			·			CE)	CLASS: NA		SALES PRSN	BUYER NAME	REP.#
	ω		:SPTS: V									NATL. 1		PH-	ME KAREN	OFF.#
	W-F		WEEK :						DATE			LOCAL		TERESA DI	BENCKINI	# 762
	τŋ		DAYS						re_AUG3/12			REGIONAL		DIFURIA		_ SALESMAN
	ω		: TOTL:						11.44			-				#

## REP: TEL# 610-293-4100 FAX# 610-225-1191 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

OM REP AUG3/12 11.44 \*\*\* KVVU-TV \*\*\*

PROGRAM : NEWS CON COM! : 4.0  ANALY 1X DAY  4 1100P-1135P 30 \$800.00 8/15 8/17  PROGRAM : NEWS RA50+ : 2.0 CON COM! : MAX 1X DAY  5 800P-1100P 30 \$1,850.00 8/16 8/17  PROGRAM : NFL PRESEASON BENGALS/FALCONS RA50+ : 8.0 PROGRAM : NFL PRESEASON BALT/DETRICT RA50+ : 8.0 PROGRAM : NFL PRESEASON BALT/DETRICT RA50+ : 8.0 PROGRAM : MINIMAL MINDS RA50+ : 4.0 9 700P-1100P 30 \$750.00 8/18 8/18 PROGRAM : MLB RA50+ : 5.0 9 1000P-1100P 30 \$950.00 8/18 8/18 PROGRAM : NEWS RA50+ : NEWS	:LINE#:REP :CD: :LINE#: : :LINE#: : 2 2 PROGRAM : RA50+ : CON COM1:	TIME PERIOD  400P-500P  DR OZ  1.0  MAX 1X DAY  1000P-1100P	: LGTH : SEC :	\$350.00 \$350.00	: START: DATE 8/15	TART : END :SPTS: ATE : DATE : /WK:  5 8/17 3  5 8/17 3	SPTS:	H W Z E	WEEK : DAYS INVT : W-F
1100P-1135P 30 \$800.00 8/15  GRAM : NEWS O+ : 2.0 CCOM1: MAX 1X DAY  800P-1100P 30 \$1,850.00 8/16  GRAM : NFL PRESEASON BENGALS/FALCONS O+ 800P-1100P 30 \$1,850.00 8/17  O+ 500P-600P 30 \$225.00 8/17  GRAM : CRIMINAL MINDS O+ : 4.0 O+ : 5.0 O+ : 5.	PROGRAM: RA50+ : CON COM1:	NEWS 4.0 MAX 1X							
GRAM : NEWS 0+ : 2.0 COM1: MAX 1X DAY  800P-1100P 30 \$1,850.00 8/16  GRAM : NFL PRESEASON BENGALS/FALCONS 0+ : 8.0 GRAM : NFL PRESEASON BALT/DETRIOT 0+ : 4.0  GRAM : CRIMINAL MINDS 0+ : 4.0  GRAM : MLB 0+ : 5.0  1000P-1100P 30 \$750.00 8/18  GRAM : NEWS 0+ : 3.0  SRAM : NEWS 0+ : 3.0  RAM : NEWS 0+ : 3.0  SRAM : NEWS 0+ : 3.0  RAM : NEWS 0+ : 2.0	42	100P-1	30	\$800.00	8/15	8/17	ω		W - F
### SOOP-1100P 30 \$1,850.00 8/16  #### AM : NFL PRESEASON BENGALS/FALCONS  #### 800P-1100P 30 \$1,850.00 8/17  ##### AM : NFL PRESEASON BALT/DETRIOT  #### 500P-600P 30 \$225.00 8/18  ##################################	$\sim$	NEWS 2.0 MAX 1X							
AM : NEL PRESEASON BENGALS/FALCONS  800P-1100P 30 \$1,850.00 8/17  AM : NFL PRESEASON BALT/DETRIOT  500P-600P 30 \$225.00 8/18  AM : CRIMINAL MINDS  1000P-1000P 30 \$750.00 8/18  AM : NEWS  800A-900A 30 \$300.00 8/19  AM : NEWS  1000P-1100P 30 \$300.00 8/19	ហ	00P-1	30	1,850	8/16	8/16	N		THU
ROOP-1100P   30   \$1,850.00   8/17	AM	NEL P		ONS		Ď.	-0		
NFL PRESEASON BALT/DETRIOT	Ø	800P-1100P	30	\$1,850.00	8/17	8/17	\	N	2 FRI
SOOP-600P 30 \$225.00 8/18  CRIMINAL MINDS  MLB SOOP-1000P 30 \$750.00 8/18  MLB SOOP-1100P 30 \$950.00 8/18  MEWS MEWS MEWS MEWS MEWS MEWS MEWS MEW		8.0							
: CRIMINAL MINDS : 4.0  700P-1000P  30  \$750.00  8/18  : MLB : 5.0  1000P-1100P  30  \$950.00  8/18  : NEWS : 3.0  800A-900A  30  \$300.00  8/19	7	00P-60	30	•	8/18	8/18	N		SAT
700P-1000P 30 \$750.00 8/18 : MLB : 5.0 1000P-1100P 30 \$950.00 8/18 : NEWS : 3.0 800A-900A 30 \$300.00 8/19 : NEWS : 2.0	АМ	CRIMINAL 4.0	S						
: MIB : 5.0 1000P-1100P 30 \$950.00 8/18 : NEWS : 3.0 800A-900A 30 \$300.00 8/19 : NEWS	ω	700P-1000P	30	\$750.00	8/18	8/18		N	2 SAT
1000P-1100P 30 \$950.00 8/18 : NEWS : 3.0 800A-900A 30 \$300.00 8/19 : NEWS : 2.0	AM					(J) (J) (J)	Ţ-·	40	
: NEWS : 3.0 : 800A-900A 30 \$300.00 8/19 : NEWS : 2.0	Ψ	P-1	30	50.	8/18	8/18		Ν,	2 SAT
800A-900A 30 \$300.00 8/19 : NEWS : 2.0									
	10	00A-	30	\$300.00	8/19	8/19		Ľ	1 SUN

REP HEADLINE# 6262617
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP

AUG3/12 11.44 \*\*\* KVVU-TV \*\*\*

AUG/12 29675.00	PROGRAM: NEWS RA50+: 2.0 CON COM1: MAX	14 11001	PROGRAM : NEWS RA50+ : 4.0 CON COM1: MAX	13 10001	PROGRAM : DR OZ RA50+ : 1.0 CON COM1: MAX	12 400P-500P	PROGRAM : NEWS RA50+ : 2.0 CON COM1: MAX	11 700A-900A	:LINE#:REP :CD: TIME
	VS ) AX 1X DAY	1100P-1135P	IEWS .0 MAX 1X DAY	1000P-1100P	R OZ .0 MAX 1X DAY	-500P	VS ) 1X 1X DAY	-900A	4E PERIOD :
		30		30		30		30	LGTH : SEC
		\$800.00		\$1,725.00		\$350.00		\$750.00	RATE
		8/20		8/20		8/20		8/20	: START
		8/21		8/21		8/21		8/21	: END
CONTRACT TOTAL		N		N		N		N	: SPTS: WEEK
TOTAL		M-TU		M-IU		M-IU		M-IU	C: DAYS
29675.00		N		N		N		N	: TOTL:

MARKET TOTALS \$296,750 KVVU 10% KSNV 38% KTUD 0% KLAS 31% KTNV 21% KVMY 0% KVCW 0% CABL 0%

HEAVY NEWS BUY TARGETING A50+. ADDITIONALLY, A50+. CONCENTRATED ON OLDER SKEWING PROGRAMS QUALITATIVE INFO USED FOR THAT INDEXED OVER 100.

SVC- NSI DEMOS- RA50+\*